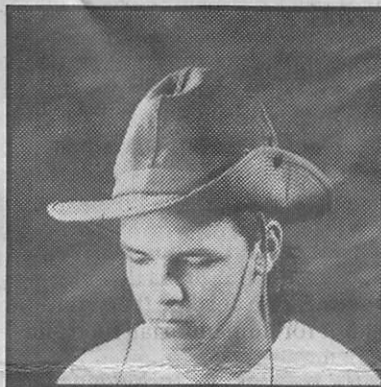




Crag Hat

**9.95**



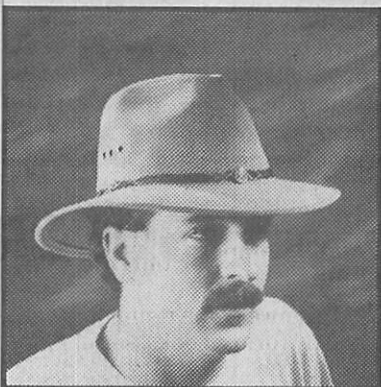
Colonel Neta's  
Officer's Hat

**23.95**



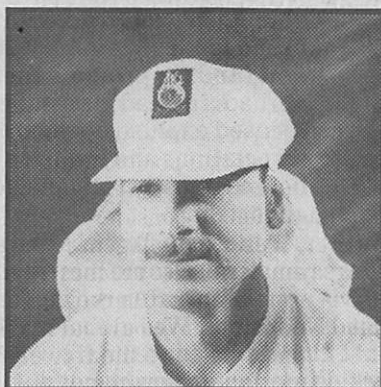
Santa Fe  
Collection - Fuchsia

**39.95**



Dingo Pigette

**31.95**



Desert Hawk Hat

**16.50**



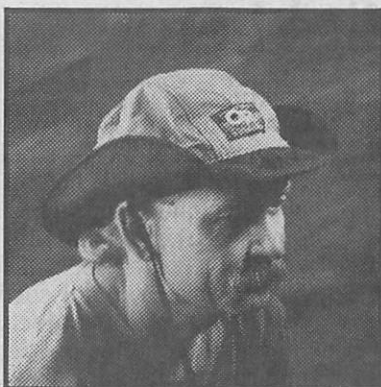
Madison Hat

**24.95**



Twisted Seagrass  
Outback

**15.95**



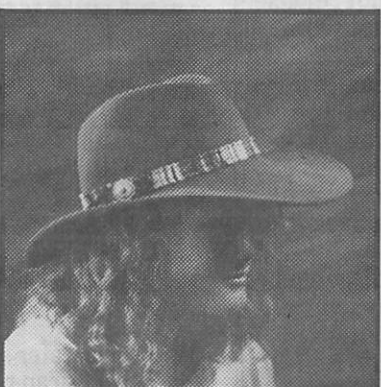
Seattle Sombbrero

**37.95**



The Ultimate Hat

**33.95**



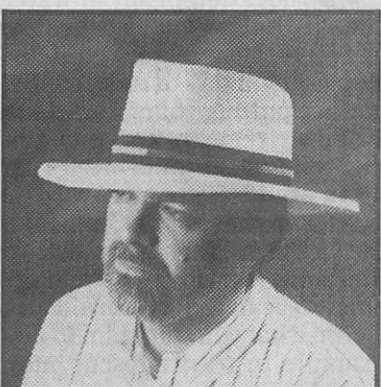
Santa Fe  
Collection - Royal

**39.95**



Seawester Hat

**29.95**



Yucatan Hat

**15.00**

- 36 Styles Priced from 9.95 to 39.95
- Canvas, Felt, Cotton and Waterproof Nylon Fabrics



## FREE SKIN PROTECTOR

With Hat Purchase!

Through July 27th, receive a FREE .5 oz. container of Dermatone® Swedish Formula Skin Protector. It's 100% waterfree, and provides superior protection against water, sun and chapping. Available in SPF 10, 15 or 23.

**\$3.00 VALUE**



# Kirkham's

## outdoor products





# SAFETY

## Protection for the 90's

### When the Temperature is in the 90's!

thirds next year, the committee has applied a meat axe to a task that should employ a scalpel.

The purpose of the program is above reproach. It was designed to reverse the decline in America's share of the global market for farm products and help U.S. farmers deal more effectively with foreign competitors who often are more heavily subsidized or indulge in unfair trade practices.

So far, so good. The trouble is that in some respects the effort to promote overseas sales of such generic

able American firms with famous brand names should not require federal funds to promote their products abroad. Instead, assistance should be focused exclusively on producer associations and industry promotion boards, mostly for generic advertising.

American farmers can still legitimately use some help in meeting tough and often unfair foreign competition in the global market. Let's just fine-tune the flawed federal promotion program, not gut it.

## Be a hero — a live hero

Each year the Carnegie Hero Fund honors North Americans who risked or gave their lives trying to save others. Among the 16 persons recognized this year, five died in a tragically familiar way: Attempting to rescue a drowning person, they too drowned.

As summer's heat drives Americans to pools, lakes and oceans, it pays to know American Red Cross techniques that keep rescuers from being victims.

- Do not attempt any in-water rescue skill unless you have been trained and have the necessary equipment. You aren't likely to succeed. In fact, you are putting yourself in danger. Panic-stricken drowning victims are incredibly strong and often take down would-be rescuers with them.

- From shore or deckside, talk to the victim. Let him know that you see him and are trying to help. If it is too noisy to be heard, gesture. Tell the victim what you want him to do — for example, to grasp a rescue buoy you toss him. Speaking calmly, urge him to move toward you by stroking or

kicking.

- If possible, reach out to the victim with an object — a pole, oar, shirt, towel, etc. When he grasps the object, slowly pull him to safety, being careful not to fall into the water yourself. Be gentle, in case the victim has suffered a spinal-cord injury.

- If you have no object for reaching, lie flat on the pool deck or pier and reach with your arm. If you are already in the water, hold tightly with one hand onto a ladder, piling or something else secure. Do not release your grasp at the edge; do not swim out into the water.

- If reaching is impractical, throw a heavy line, ring buoy or similar device to the victim for grasping. Throw the device so that the wind or current will bring it back to him. Slowly pull the victim to safety, leaning back from him as you do so.

About 5,000 Americans drown each year, no few in brave rescue attempts of other victims. Taking a water-rescue course from the Red Cross or another qualified agency can help make sure that you don't fall into the latter category. The folks at Carnegie would rather give their award to you than your survivors.

## Afterthoughts

- Overheard on our bus: "I really enjoyed watching the Democratic convention Tuesday night. Especially the first and sixth innings."

- "It is wrong to borrow to spend on ourselves, leaving our children to pay our debts," says the Democratic platform. How can a party succeed that rejects The American Way?

— Bill Tammeus, Kansas City Star

## BABEL

### Hosts special

I have been watching television — particularly the right and the left — and are seeing more of



**ART BUCHWALD**

because his fellow writers he talked too loud

## SOAPBOXES

### No so will co

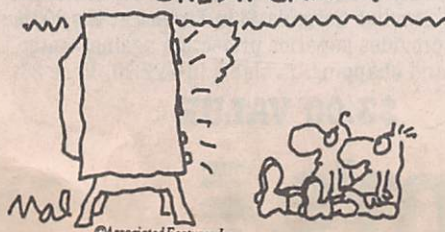
By Dave Shiflett  
Scripps Howard News S

The greater sa American pu we're not up about a general col we're supposed to k about the "leadersl stated, it must be tr

Columnist and fo aide Hodding Carte the other day that v perately want are n point plans but failt a person animated ideas." To back up Carter cited scriptu vision, the people p

Good grief. Are t Not to throw a co brow, but there is a us, at least here in r only be described a we hear Hodding a we're supposed to h

NOW BOYS & GIRLS...  
THIS IS A "CREDIT CARD"  
.... CAN YOU SAY  
"CREDIT CARD"?



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